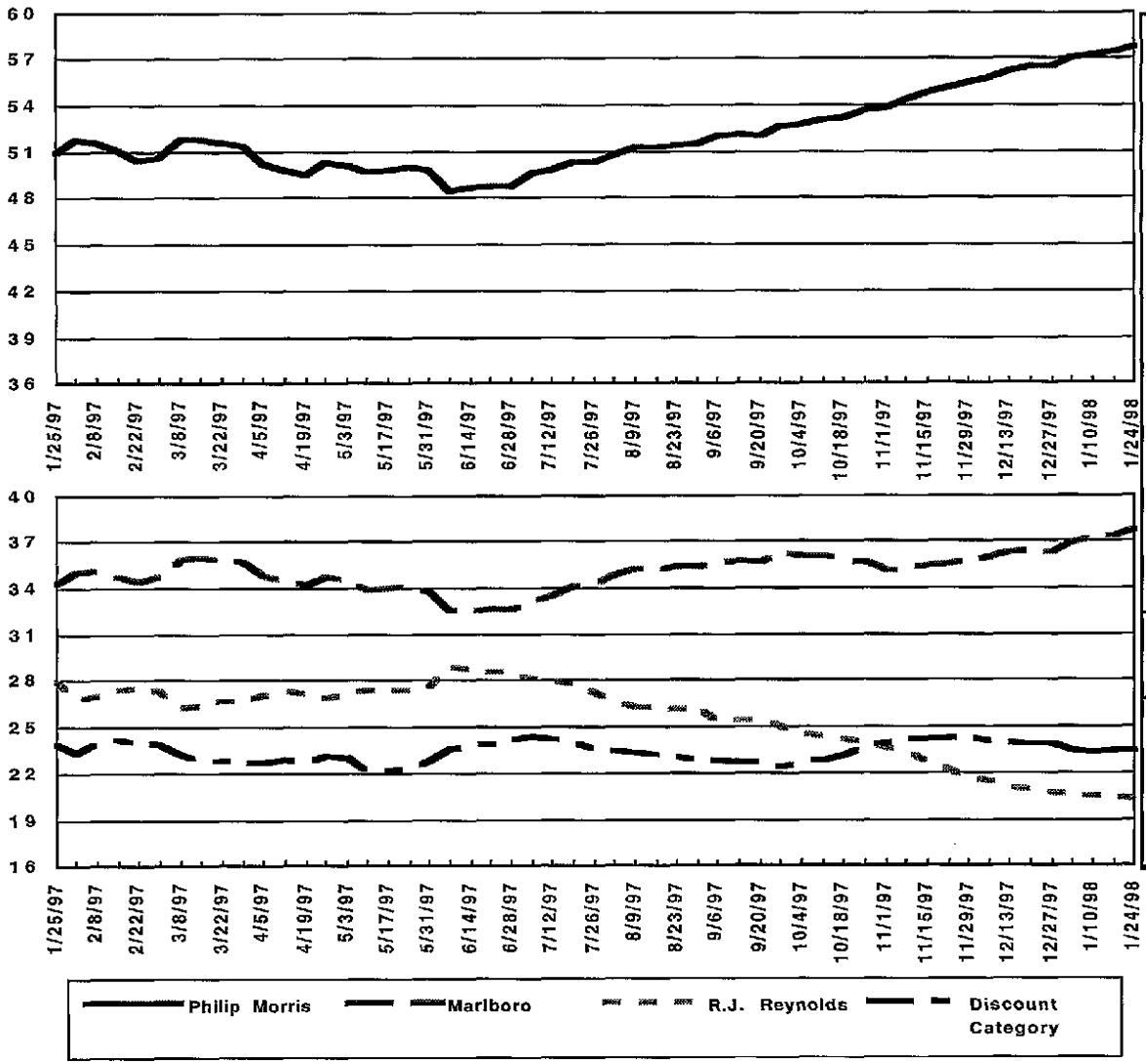
KMART MINUS SUPER KMART
THROUGH W/E 1/24/98



	26 WK	13 WK	FY '97	YTD '98	DIFF
Philip Morris	55.72	57.76	52.24	61.45	9.21
Marlboro	36.68	37.74	35.17	41.06	5.89
OPB	10.52	10.84	9.84	9.77	-0.07
Basic	6.72	7.34	5.45	8.91	3.46
R. J. Reynolds	22.21	20.35	25.33	18.32	-7.02
Camel	3.68	3.47	4.33	3.42	-0.91
Winston	5.65	4.80	6.11	4.56	-1.55
Doral	3.72	3.29	5.05	3.12	-1.93
B&W	15.17	15.01	15.22	13.49	-1.73
GPC	4.82	4.73	4.60	4.29	-0.31
Lorillard	6.56	6.68	6.80	6.49	-0.31
Newport	4.53	4.70	4.63	4.77	0.15
Liggett Group	0.20	0.16	0.25	0.17	-0.08
Premium	76.44	76.51	76.70	77.08	0.39
Private Label	2.27	2.22	2.05	1.04	-1.01
Avg Ind CPW	130.66	129.65	136.87	121.59	-15.28
Avg PM CPW	72.81	74.89	71.50	74.72	3.22
Avg Marl CPW	47.93	48.93	48.14	49.93	1.79
# of Stores	978	978	978	972	-6

Source: STARS Store Level Data

National Account Package I

2071842638

Source: https://www.industrydocuments.ucsf.edu/docs/rmnm0004